One of the systems affected by a retailer stealing your information are the people themselves. This can be the people who use the software or the ones that build the software and hardware. Privacy is affected because of technology. Were they given consent to have their data sold or not. It also depends on what information that was taken was used for. If it is for advertisement purposes then it would not cause a serious problem. If the information sold is being used for other purposes like targeting a certain group of people. By doing this people lose trust in that retailer or company and it would be hard to regain that trust. Another system affected by this is the software and data. Like what kind of data is being collected by the retailer, is its social security, user movements and name. Any data collected can be used in many ways. The sale of personal information is profitable but the retailer should have knowledge on who is buying and for what purpose  
 The last system affected are laws and regulation. There are probably many laws and regulations on retailers but there may not be for new technology that are emerging. Laws that already exist can be that people can opt out from allowing retailers to sell their personal information. But this doesn’t stop the retailer from selling personal information unless the consumer opt out for “Do not sell”.